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### Amendments to the Claims

The following listing of claims replaces all prior versions and listings of claims in the application.

#### Listing of claims.

1. (Original) A method for coloring a substrate, the method ~~comprising~~ consisting essentially of the steps of:
  - a) providing a cellulosic substrate;
  - b) applying a colorant to the substrate, the colorant ~~including~~ consisting essentially of a non-white pigment, a thickener and a solvent; and
  - c) applying an overcoat to the substrate over the colorant.
2. (Original) The method of claim 1 wherein the substrate is selected from the group consisting of: white-top linerboard, linerboard and paper.
3. (Original) The method of claim 1 wherein the pigment is selected from the group consisting of a basic fiber reactive dye, an anionic fiber reactive dye, and dry coloring matter.
4. (Currently Amended) The method of claim 1 wherein the thickener is present in an amount of between 1% and 40% by weight of the colorant.
5. (Original) The method of claim 4 wherein the thickener is selected from the group consisting of: natural thickeners, synthetic thickeners and combinations thereof.
6. (Currently Amended) The method of claim 5 wherein the ~~natural thickeners are~~ is a polysaccharides.

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7. (Original) The method of claim 5 wherein the natural thickener is selected from the group consisting of starch, carboxymethylcellulose and combinations thereof.

8. (Original) The method of claim 7 comprising:

- a) starch in an amount of between about 1% and 25% by weight of the colorant; and
- b) carboxymethyl cellulose in an amount of between about 0% and 10% by weight of the colorant.

9. (Original) The method of claim 1 wherein the pigment is present in an amount of between about 1% and 50% by weight of the colorant.

10. (Original) The method of claim 9 wherein the pigment is present in an amount of between about 1% and 30% by weight of the colorant.

11. (Original) The method of claim 1 wherein the step of applying the colorant comprises dispensing the colorant at an application rate of between about 1% to 40% by weight of the substrate.

12. (Original) The method of claim 1 wherein the overcoat is an elastomer.

13. (Original) The method of claim 12 wherein the overcoat is selected from the group consisting of polybutadienes, polyisobutylenes, polystyrenes, polyacrylates, and polyurethanes.

14. (Original) The method of claim 12 wherein the overcoat is a latex.

15. (Original) The method of claim 12 wherein the step of applying the overcoat comprises dispensing the overcoat at an application rate of between about 1% and 25% by weight of the substrate.

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16. (Original) The method of claim 1 wherein the step of applying the colorant is performed in a process selected from the group consisting of off-paper machine applications or on-paper machine applications.

17. (Original) The method of claim 1 wherein the step of applying the overcoat is performed in a process selected from the group consisting of off-paper machine applications or on-paper machine applications.

18. (Withdrawn) A colored substrate formed by a process comprising the steps of:

- a) providing a cellulosic substrate;
- b) applying a colorant to the substrate, the colorant including a pigment, at least one thickener selected from the group consisting of synthetic thickeners, natural thickeners and combinations thereof, and water; and
- c) applying an overcoat to the substrate over the colorant, wherein the overcoat is an elastomer.

19. (Withdrawn) A colored cellulosic substrate comprising:

- a) a sheet of a cellulosic substrate;
- b) a colorant applied to a surface of the substrate, the colorant including a pigment, at least one thickener selected from the group consisting of synthetic thickeners, natural thickeners and combinations thereof, and water; and
- c) an overcoat applied to the surface over the colorant, wherein the overcoat is an elastomer.

20. (New) A method for coloring a substrate, the method consisting essentially of the steps of:

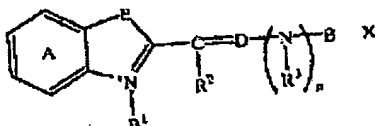
- a) providing a cellulosic substrate;

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- b) applying a colorant to the substrate, the colorant comprising a non-white pigment, a thickener and a solvent; and
- c) applying an overcoat to the substrate over the colorant.

21. (New) The method of claim 20 wherein the pigment is a dye represented by the following formula:



wherein, ring A represents a benzene ring which may have a substituent or may further be cyclocondensed with another aromatic ring;

B represents an aryl group which may have a substituent or may be coupled with  $R^2$  to form a heterocyclic structure which will be described later, or a heterocyclic group which may have a substituent or may be coupled with  $R^2$  to form a heterocyclic structure which will be described later,

D represents a nitrogen atom or a group  $CR^4$  (in which  $R^4$  represents a hydrogen atom or a  $C_{1-6}$  alkyl group);

E represents a group  $NR^5$ ,  $CR^6R^7$  or  $CR^6=CR^7$  (in which  $R^5$  represents a  $C_{1-6}$  alkyl group which may have a substituent, a  $C_{2-6}$  alkenyl group which may have a substituent or an aryl group which may have a substituent, or forms, when taken together with  $R^2$ , a ring which will be described later, and  $R^6$  and  $R^7$  each independently represents a hydrogen atom or a  $C_{1-6}$  alkyl group), an oxygen atom or a sulfur atom;

$R^1$  represents a  $C_{1-6}$  alkyl group which may have a substituent, a  $C_{2-6}$  alkenyl group which may have a substituent or an aryl group which may have a substituent;

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$R^2$  represents a divalent group bonded to B or forms, when taken together with  $R^3$  or  $R^5$ , a ring which will be described later,

$R^3$  forms, when taken together with  $R^2$ , a ring which will be described later;

n stands for 0 or 1, with the proviso that when  $n=0$ ,  $R^2$  and  $R^5$ , when taken together with  $N-C-C$ , form a 5- to 7-membered nitrogen-containing heterocyclic structure which may have a substituent, or  $R^2$  is bonded to B, thereby forming a 6- or 7-membered heterocyclic structure which may have a substituent and may contain a hetero atom other than D and when  $n=1$ ,  $R^2$  and  $R^3$ , when taken together with  $C=D-N$ , form a 5- to 7-membered nitrogen-containing heterocyclic structure which may have a substituent, and

$X^-$  represents an anion.

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